

Fact Sheet: Tobacco Control State Highlights 2012

The purpose of *Tobacco Control State Highlights 2012* is to provide tobacco control programs in the 50 states and the District of Columbia with state-specific valid and reliable data about the high-impact strategies they are currently or could be implementing and measures to track their progress.

Tobacco Control State Highlights 2012 provides state-specific data for the following indicators:

- Prevalence of tobacco use by demographic characteristics among adults and youth
 - Past year cigarette initiation
 - Knowledge of the dangers of tobacco use
 - Exposure to secondhand smoke
 - Statewide smoke-free policy
 - Households with no-smoking rules
 - Percentage of smokers attempting to quit
 - State anti-tobacco media campaign exposure
 - Medicaid coverage for cessation counseling and medications
 - State preemption of local advertising laws
 - State retail tobacco licensure policy
 - Cigarette and smokeless excise tax
 - Price paid for last cigarettes purchased
- 2011 state-specific smoking prevalence among adults ranges from a low of 11.8 percent in Utah to a high of 29.0 percent in Kentucky. Across the states, the median adult prevalence rate was 21.2 percent.
 - Nationally, current cigarette smoking prevalence was 18.1% for high school students in 2011, ranging from 5.9% in Utah to 24.1% in Kentucky across 44 states. Nationally, current cigarette smoking prevalence was lowest among non-Hispanic Asians, highest among males, and highest in 12th grade.
 - There are currently 26 states and D.C. that have passed comprehensive smoke-free laws.
 - While many local governments have implemented strong smoke-free laws, there are still twenty-four states that provide inadequate protection from secondhand smoke exposure. Today, six of these states – Kentucky, Mississippi, South Carolina, Texas, West Virginia and Wyoming – have no statewide smoke-free policy of any kind in place to protect their citizens from secondhand smoke.
 - The national median for state cigarette taxes as of June 30, 2012 was \$1.34. The range was from \$4.35 per pack in New York to \$0.17 per pack in Missouri.
 - As this report describes, no states were able to mount a media campaign in 2010 that fulfilled the CDC Best Practices media funding recommendation of 800 youth targeted rating points per quarter (80% of the audience reached with 10 exposures each), and only 9 states were able to meet the recommendation of 1,200 general audience gross ratings points (80% of the audience reached with 15 exposures each) per quarter.
 - Combined interventions – increasing the price of tobacco products, implementing smoke-free policies, implementing mass media advertising campaigns, restricting tobacco advertising and promotion, controlling access to tobacco products, and promoting and assisting smokers to quit – are proven to significantly reduce smoking.